



BOOKS FOR MANAGERS

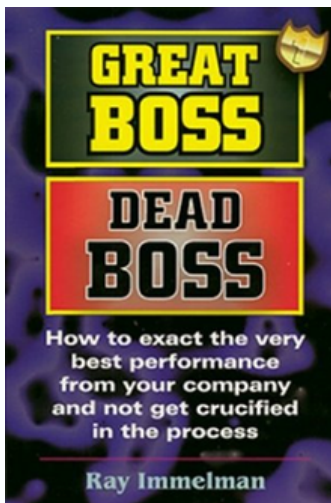
Each of these books can help you be better and less stressed manager.

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RAY IMMELMAN

Great Boss Dead Boss.

How to exact the very best performance from your company and not get crucified in the process



I was never a big fan of managers, myself being a Requirements Engineer.

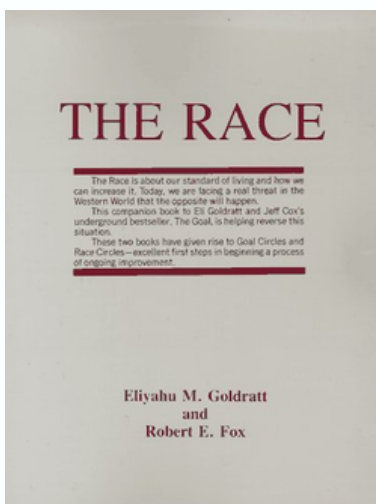
I was critical of what people I know were doing and were not doing. However this book is not about getting rid of managers but about turning unhappy and unsuccessful companies into great companies. This book is all about practical advice on how to lead a company. I haven't met in my career any manager who would apply any of those practices consistently. Maybe from time to time they did some of those. I myself plan to apply most if not all in my own company because I really want the people to be satisfied with the company. And by people I mean both customers and employees.

Adds you the following skill: transforming storming environment into united tribe which swiftly deals with any internal problems as well as with any competition

ELIYAHU M. GOLDRATT ROBERT E. FOX

THE RACE

I read many books about Theory of Constraints and you probably also know some Eli Goldratt books. However this one is not very popular while it is the only TOC book I know which is a textbook rather than a novel. It is the best book to understand the Theory of Constraints because it explains one thing at a time and does it in a great way. Basically there is one page with text explaining the theory and next to it there is a page with graphics, examples or the text of a rule of a thumb. The graphics are really simple and help to correctly understand the theory.



Adds you the following skill: you will understand why SCRUM is a low inventory system while waterfall is a high inventory system. The rest of the SCRUM is just mumbo-jumbo.

MICHAEL E. GERBER

The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

This book changed my life and will continue to do so. It will save me a lot of trouble and a lot of disasters as I am again creating a new company. The idea here is simple: as an owner you should work on it and not just in it when it comes to your company. I am applying this book in practice and I already have detailed procedures for the customer fulfillment system (it took me two months to write and review but 15 years to learn my specialization). Right now I am working on the lead generation system. Why do you think I am writing this book review in the first place? It is a lead magnet which is one of experiments to create a lead generation system. The landing page is just it: lead generation. I know I have a unique product which can consistently bring benefits to customers. However we will never meet if there won't be a lead generation and lead conversion system.

Bringing the Dream Back to Small Business Worldwide!



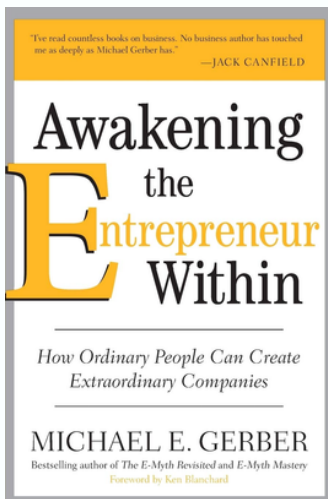
Why Most Small
Businesses Don't Work
and What to Do About It

MICHAEL E. GERBER
The World's #1 Small Business Guru

Adds you the following skill: building successful business and happy owner

MICHAEL E. GERBER

Awakening the Entrepreneur Within: How Ordinary People Can Create Extraordinary Companies



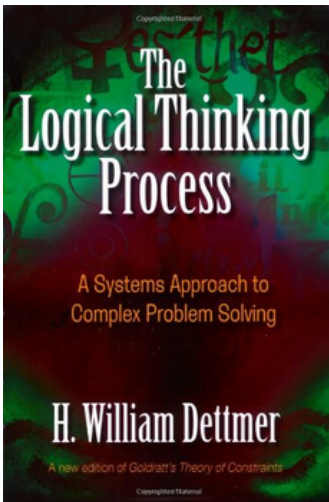
Guess what? Second book from the same author. I already have a third on my bookshelf and plan for a fourth one but let's dive into this one. This one is about what should happen before you start a new business. This book is about inventing new products or new services. If you want deep in your heart to bring something new to this world and solve big problems then it is certainly worth reading. What has this book done to me? I was writing new software for almost a year. It was supposed to revolutionize software testing. After reading the 'E-myth' I decided to learn and do marketing research and actually did qualitative research. It turned out there is no need for this software. After one year of work ... So what did this very book do to me?

I decided to start a consulting company which will actually provide a service of creating software requirements. The software I was creating will one day become one of my tools when it is finalized. I still have a dream but it is now much more realistic and I think I avoided a disaster already.

Adds you the following skill: inventing new products and services

H. WILLIAM DETTMER

The Logical Thinking Process: A Systems Approach to Complex Problem Solving

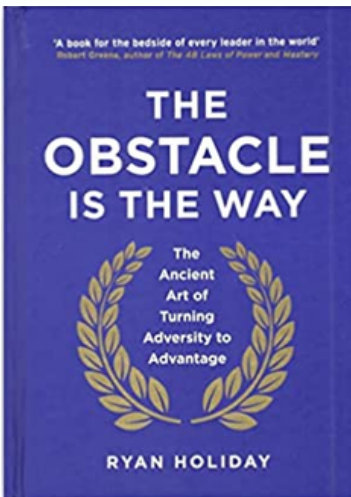


I wish any of my previous managers would read this book and apply it in practice. The logical diagrams of TOC are separate tools which are not simple to do. The last time I draw Current Reality Tree it proved that I had to move with my family from a countryside house to a city apartment. It was one of the best decisions done in my life. The diagrams simply work but they may tell you that you need to do bigger changes in your life. For a manager the logical thinking tools will find the root causes of your problems, your work will have great effects and you will make time for your hobby.

Adds you the following skill: diagnosing source of problems, solving conflicts

RYAN HOLIDAY

The Obstacle is the Way



I think it will take me a long time to apply all the wisdom of this book but I am already trying. This book teaches how to treat obstacles as opportunities. It advises to act instead of complaining. It explains that situations are never helpless.

Actually the same idea was mentioned at the TOC conference where the speaker was explaining that conflicts in a company can be used to improve the company. You can't be stopped by anything if you think in this way. And this is not just another overly optimistic way of thinking. It comes from ancient stoic ideas which held true even after two thousand years.

Adds you the following skill:
using obstacles as road signs